

Message Text

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ACTION AF-06

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FM AMCONSUL JOHANNESBURG
TO USDOC WASHDC
INFO AMCONSUL CAPE TOW
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AMEMBASSY PRETORIA
SECSTATE 4507

UNCLAS JOHANNESBURG 0343

CAPE TOWN ALSO FOR EMBASSY

E.O. 11652: N/A

TAGS: BGEN, BPRO, NI, SF

SUBJECT: COMMERCIAL PROGRAM: COMMERCIAL ENQUIRY: NEW PRODUCT:
KEY MARKETING

REF: USDOC 03996

1. NUMEROUS SOURCES CANVASSED REVEAL THAT VERY FEW BRANDS OF THIS TYPE PURIFIER I.E. WITH CAPACITY AS LOW AS ONE GAL PER MINUTE AVAILABLE LOCALLY - MAIN REASON APPARENTLY DUE TO NATURE OF WATER SUPPLIES WHICH ARE IN MOST INSTANCES VERY MUDDY AND THEREFORE PLACE PURIFYING SYSTEMS OF LOW CAPACITY UNDER CONSIDERABLE STRESS. LOCAL DEALERS ONLY AWARE OF SWISS BRAND CALLED KATADYN WHICH HAS CAPACITY OF ABOUT LITER PER MINUTE. USES CANDLE FILTER WITH SILVER IONS FOR STERILIZATION AND MARKETS LOCALLY AT ABOUT \$65. KATADYN ALSO MARKETS 3 GALLON PER MINUTE STIRRUP PUMP FILTER WITH CANDLE FOR ABOUT \$150. SOURCES WERE UNAWARE OF ANY BRITISH PRODUCT ON MARKET. DRIP FILTERS WITH VARYING CAPACITIES AVAILABLE FROM \$70 UPWARDS.

2. ENQUIRIES REVEAL A FAIR AMOUNT OF LOCAL MANUFACTURE WHERE POINT OF

CONSUMPTION FILTERS PRICED FROM \$60 TO \$120 - BUT CAPACITIES ALL GREATER THAN 100 GALS PER HOUR. LOCAL FIRM WHICH MANUFACTURERS AND INSTALLS
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UNIT WITH 11 GAL PER MINUTE CAPACITY AT \$1,100, ADVISED THAT CONSIDER

ABLE

LOCAL INTEREST IN SMALLER PURIFIERS. EXPERIENCE HAD SHOWN
HOWEVER THAT THESE WERE EXPENSIVE TO OPERATE IN THE LONG RUN AS
LOCAL CONDITIONS (MUD AND OTHER SOLID IMPURITIES IN WATER SUPPLIES)
NECESSITATE HIGH TURNOVER IN CARTRIDGES. THIS APPARENTLY IS MAJOR
REASON WHY BRITISH EQUIPMENT IS NOT POPULAR LOCALLY - THAT IS OPER-
ATING CONDITIONS ARE VASTLY DIFFERENT TO UK CONDITIONS.
GUTHRIE

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